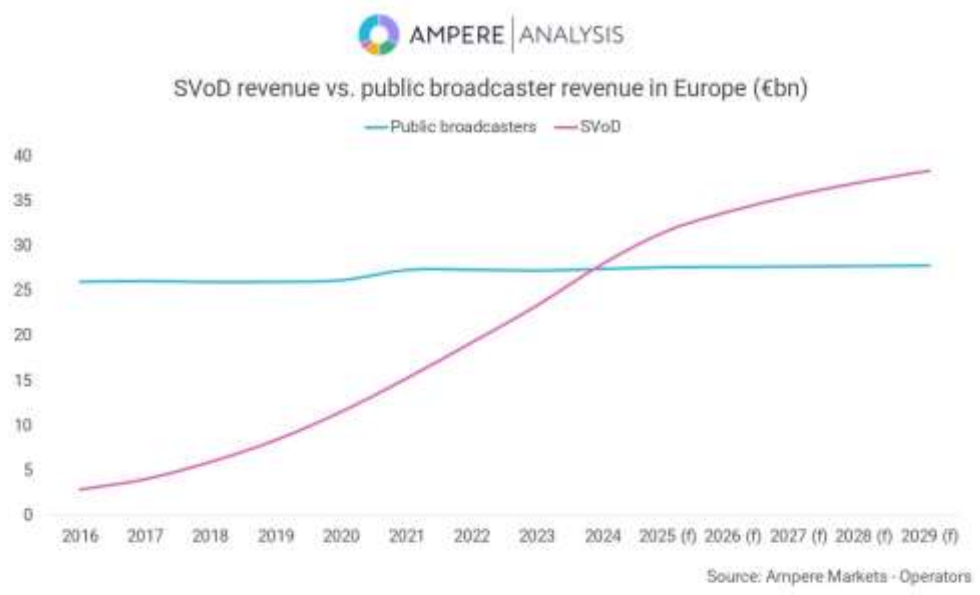
Streaming revenue overtakes public TV in Europe

What's the future for public service broadcasting in the region?

London, 4th March 2025: New research by Ampere Analysis shows that total revenues from paid streaming services (including subscriptions and advertising) surpassed public TV revenue (from taxes, license fees, and advertising) in Europe for the first time last year. Streaming has enjoyed strong growth in Europe, with Ampere predicting a 37% increase in revenue to reach €38.4 billion by 2029, primarily driven by US streaming giants. As a decline in the financial power of public service broadcasters would have significant implications for the future of European TV, how should the PSBs respond?



Key findings: Streaming revenues soar as public TV revenue stagnates

- Streaming revenue in Europe is expected to grow by 37% to €38.4 billion by 2029, with Netflix remaining the most important contributor. Meanwhile, public TV revenue growth from license fees, taxes, and advertising is stagnant, projected to rise by just 1% to €27.9bn by 2029. This trend is particularly challenging for countries like France, where alternative funding models have replaced license fees
- The US streaming giants have enjoyed strong growth in their European revenues. Netflix leads the growth following the introduction of its ad tier in 2022, its account sharing crackdown, and more recent expansion into live events. Disney+ and Amazon also introduced ad-supported plans in the region, so by 2029, advertising will account for 8% of these groups' European revenues

- Subscription price hikes from streamers have also helped drive further growth, as have further launches of new products – such as Max's European launch
- In 2024, public broadcasters commissioned 43% of all TV titles in Europe, acting as a stabilising force in the broader European production sector. However, a decline in their financial power could have significant implications for the future of European TV
- Despite the changing financial power, European public service broadcasters' video-on-demand services are highly popular among local audiences and consistently rank among the most used VoD services. According to Ampere's biannual survey of internet households, local public service broadcasters VoD services were the second most used streaming video platform in Q3 2024 in the UK, Denmark, and Finland, while in Sweden and Norway, respective local public service broadcasters' platforms ranked third.

Sam Young, Analyst at Ampere Analysis says: *"While Ampere's projected public TV revenue growth represents a challenging outlook, Public Service Broadcasters remain a crucial stabilising force in the European TV landscape. To remain competitive amid shifting viewing habits, and in the face of global streamers, PSBs must prioritise the development of their streaming platforms and find innovative ways to operate within limited and often uncertain funding structures. Forming ambitious strategic partnerships can enable them to continue to produce high-quality content at lower costs and expand their audience reach. However, local governments must recognise the need for financially sustainable models, especially as broadcasters face rising content costs, driven by increasing competition from global streamers. Adequate funding is not only essential for PSBs to keep investing in distinctive programming and fulfilling their public service remits, it is also necessary to support the wider European production sector."*

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com